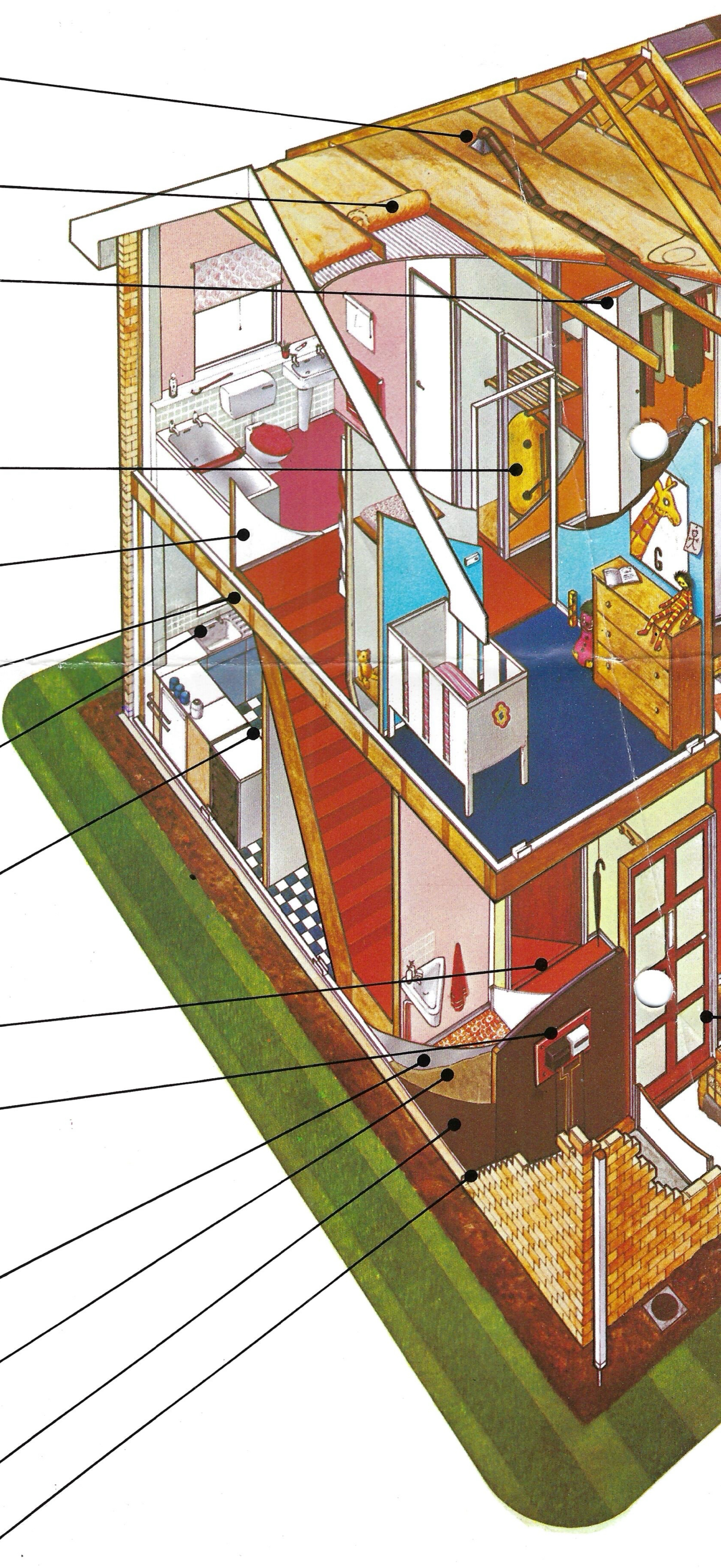
Ideal

SUPERCOSY HOMES

The innermost secrets of a



Gas warm-air heating ducts wrapped in insulating quilt, and room outlets individually controllable.

100mm or 125mm thick loft insulation prevents heating costs going through the roof.

Space-saving pivot doors fitted to wardrobe cupboards.

Hot water tank spray-lagged to prevent heat losses through gaping jacket. Two immersion heaters; one giving automatic supply of White Meter heated water for maximum economy, the other additional top-up facility when required.

Internal walls drop right to floor level thereby reducing sound transmission between rooms.

Floor constructed in panels provides extra strength and rigidity—helps deaden sound between floors.

No unsightly exterior waste pipes from kitchen sink because they run inside the wall.

Dry, all-wood 'inner skin' construction minimises shrinkage cracks. Means little or no maintenance required for the first few years.

Hardwood threshold carpet strips, where fitted, reduce sound transmission between rooms.

White and black electric meters for maximum economy.

Timber frame 'inner skin' wall construction incorporating:–

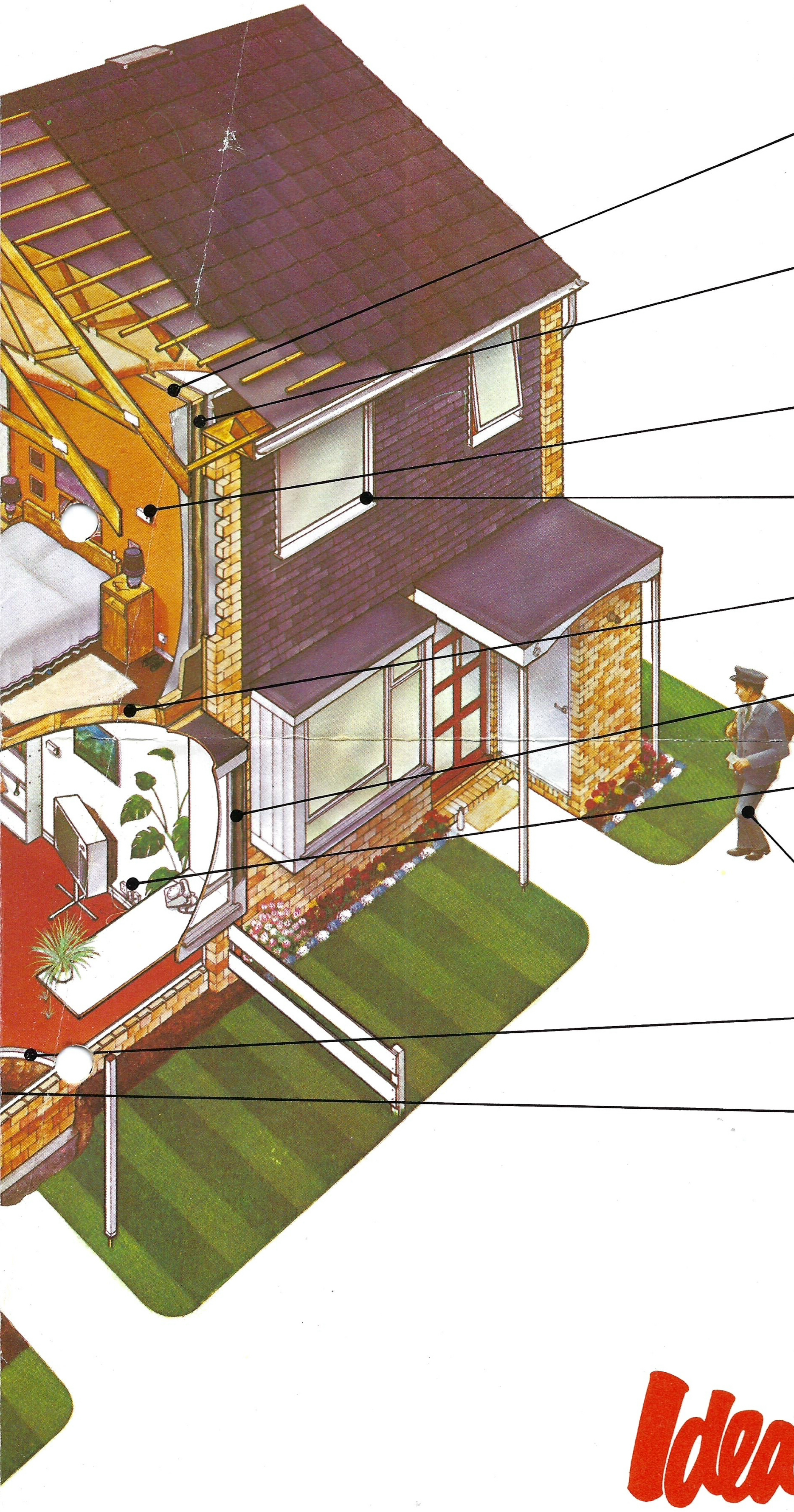
Plasterboard inner surface foil-backed to retain heat and protect against damp.

2nd cavity filled with 50-75mm thick quilt insulation.

Damp-proof lining of fibreboard, or ply and breather paper.

Brick 'outer skin' wall with 1st cavity behind.

Supercosy home revealed



Fire stops between floors also increase soundproofing.

Party wall heavily soundproofed with up to 3 thicknesses of plasterboard on either side, and hanging mineral wool curtain in central cavity.

Separate thermostat controls in almost every room for individual temperature adjustment provide the most economical use of electric heating.

Window sizes calculated for optimum light with minimum heat loss.

50mm thick insulation above ground floor electric ceiling heating panels.

Insulation prevents heat loss around bay window.

TV aerial lead and socket fitted, and 'set tested' for reception before occupation.

You save between 33% and 40% on your gas or electric heating bills with an Ideal SUPERCOSY home!

50mm thick insulation sheet beneath perimeter of concrete slab prevents heat loss through the ground floor.

External doors draughtproofed on many developments.

Ideal

SUPERCOSY HOMES

better planned homes that actually save you money.

You're looking at a pair of semi-detached "Chiswick" 3 bedroom houses—typical of the Ideal Supercosy homes you can buy on our current developments.

But now we're revealing the wealth of hidden assets that make a Supercosy home more comfortable to live in and cheaper to run.

Look at all the cosy insulation—in the loft, walls, first floor ceiling and even beneath the ground floor. Keeping expensive heat in and the cold out. Levels of insulation not only significantly higher than Building Regulations require, but which New Ideal Homes have been improving ever since 1969.

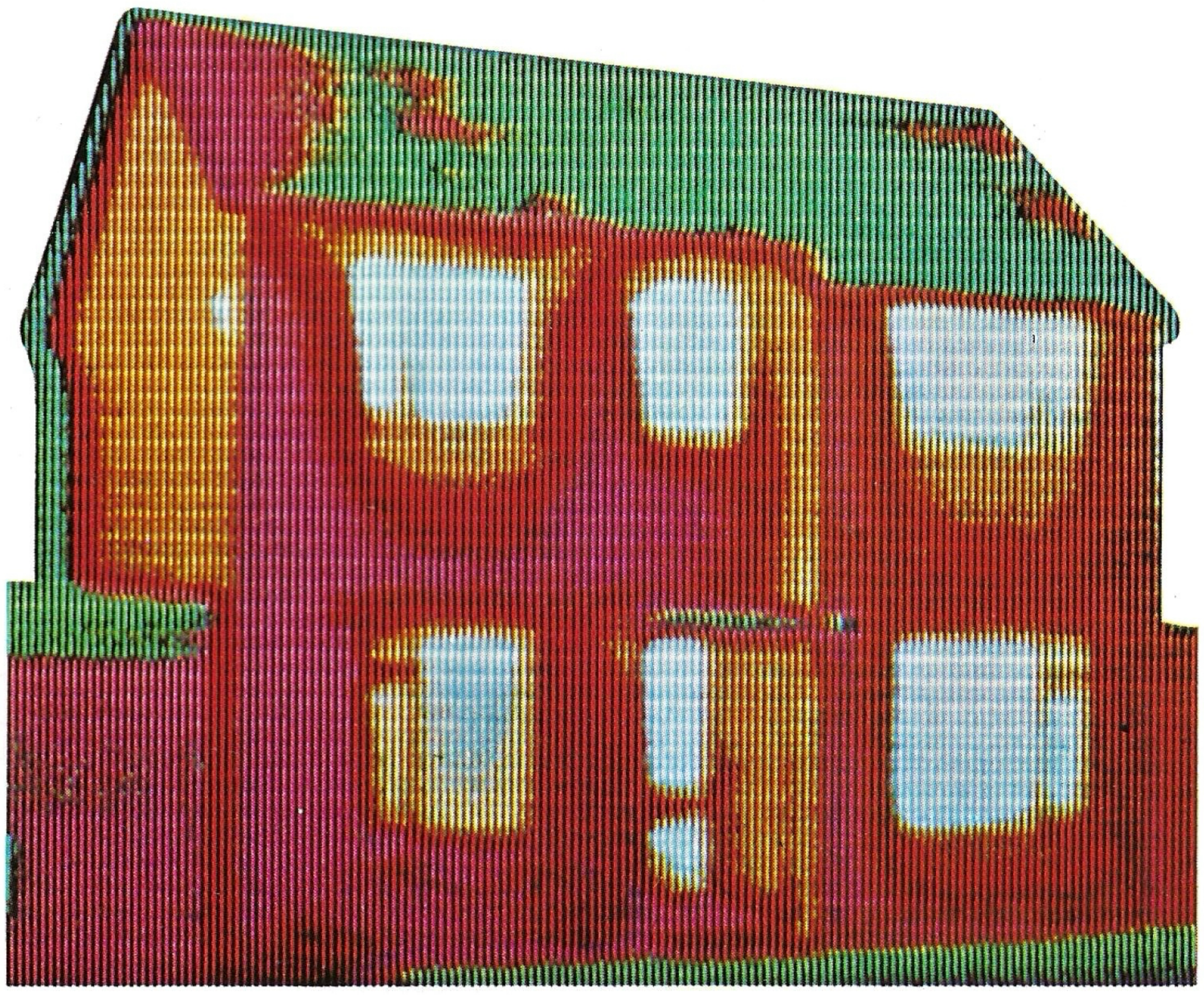
Properly engineered, dry construction provides a better built home. All walls and right angles are true, so fixtures and furniture fit better, and with no drying out or differential movement, traditional post-occupational maintenance is something you can confidently forget for several years.

We really do save you money in a Supercosy home.

If there's nothing anyone can do to prevent gas and electricity prices increasing every year as the world's energy supplies dwindle, you can prevent the sort of heat loss from your home illustrated so dramatically by the light coloured areas in that picture below.

You can buy an Ideal Supercosy home.

And congratulate yourself when you find the heating bill the postman delivers is a comforting 33% to 40% less than the average.



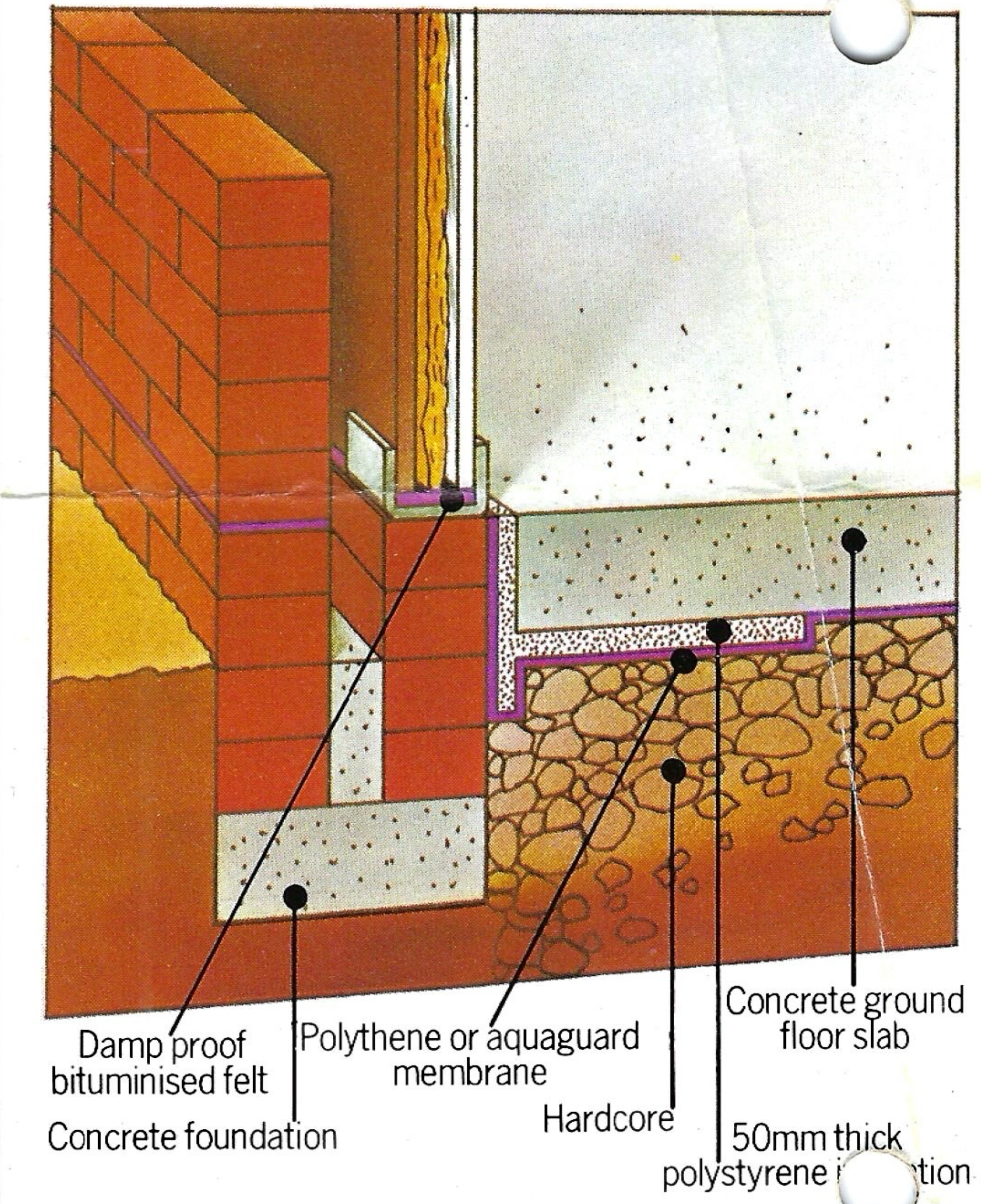
This thermographic photograph of a typical 'standard insulation' house shows heat leaking fastest through roof and lighter areas. Supplied by Aga Infrared Systems.

How we build our Supercosy homes

On almost all Ideal developments we use timber frame methods of construction which have been proved worldwide. It's because we're dealing with a consistent and accurately engineered product you get a better built home.

We begin by getting right down to basics: the foundation. On all new developments, to prevent heat loss through the ground floor, we lay 50mm of insulation beneath the perimeter of the concrete slab. (Fig. 1)

Fig. 1 GROUND FLOOR INSULATION

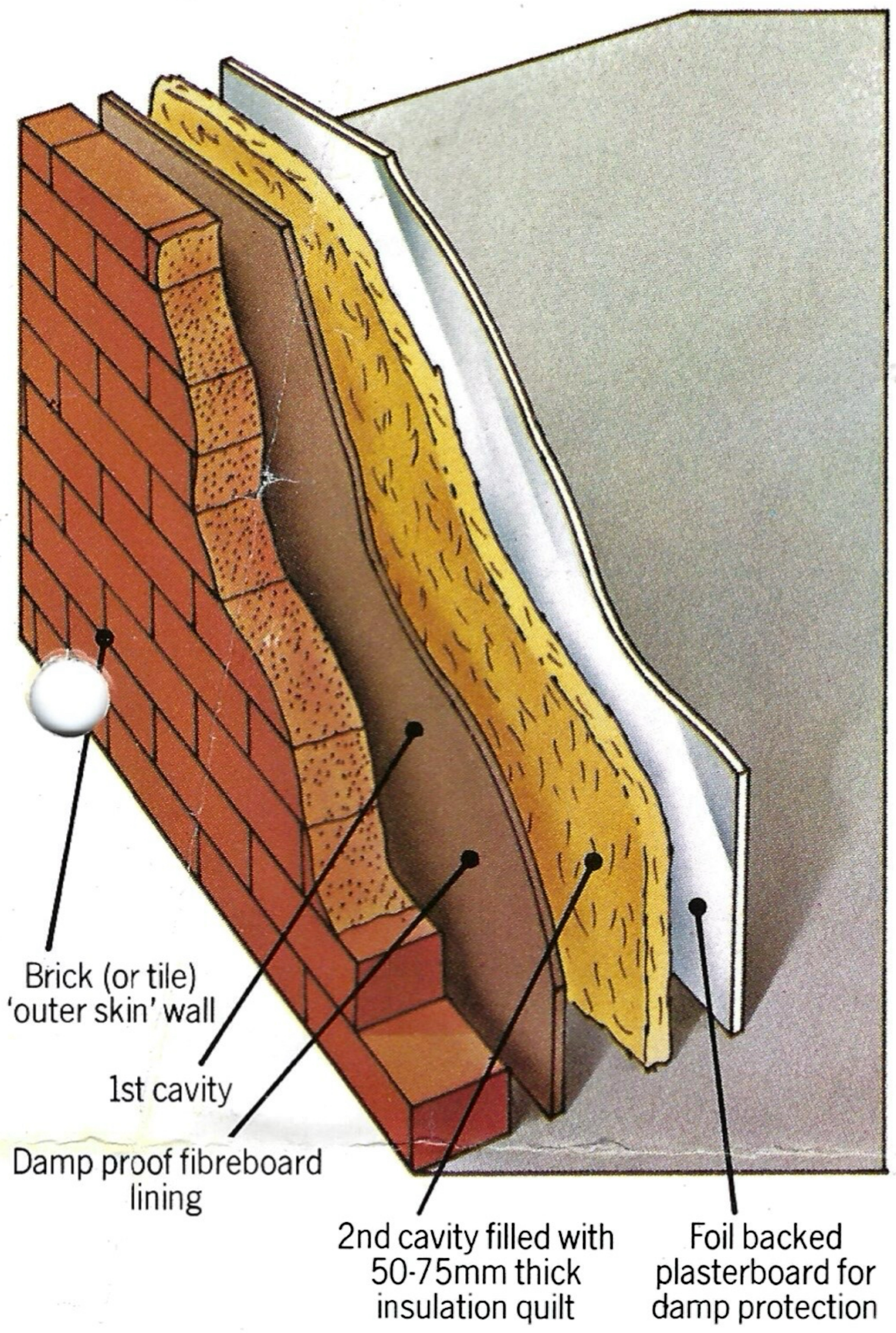

Damp proof bituminised felt
Concrete foundation
Polythene or aquaguard membrane
Hardcore
Concrete ground floor slab
50mm thick polystyrene i[illegible]tion

On top of the slab we erect the 'inner skin' of timber frame sections securely fitted together. These consist of a layer of plasterboard on to which the interior decoration goes, which is foil-backed to retain heat and shield against damp. Then a cavity in which a 50-75mm thick insulating quilt is hung, and then a damp-proof lining material of fibreboard or plywood with a breather paper.

Outside this is a second cavity, and then the 'outer skin' of brick or tiles to give the house its traditional appearance. (Fig. 2)

The first floor is constructed in panels to provide extra strength and rigidity and help deaden sound between floors. Where electric ceiling heating is provided 50mm of insulation is laid between floors. With gas this is not necessary.

Fig. 2 EXTERIOR WALL CONSTRUCTION


Brick (or tile) 'outer skin' wall
1st cavity
Damp proof fibreboard lining
2nd cavity filled with 50-75mm thick insulation quilt
Foil backed plasterboard for damp protection

In the loft, between roof trusses we put 100mm or 125mm of insulation material to prevent your heating bills going through the roof.

Special attention to soundproofing party walls

Between terraced or semi-detached Supercosy homes, the party wall consists of several thicknesses of plaster board – up to 3 on each side of a central cavity in which a mineral wool curtain is hung. (Fig. 3)

No electric sockets pierce the party wall to eliminate sound passing through, and the fire stops provided at each floor level add to the soundproofing.

Another point worth noting is that party and all other internal walls drop right to floor level. There are therefore no gaps behind the skirting as with plastering – thereby further reducing sound transmission between rooms.

So not only do you hear little or nothing from your next door neighbours, but also a lot less from your own family in the next room.

The advantages of timber frame

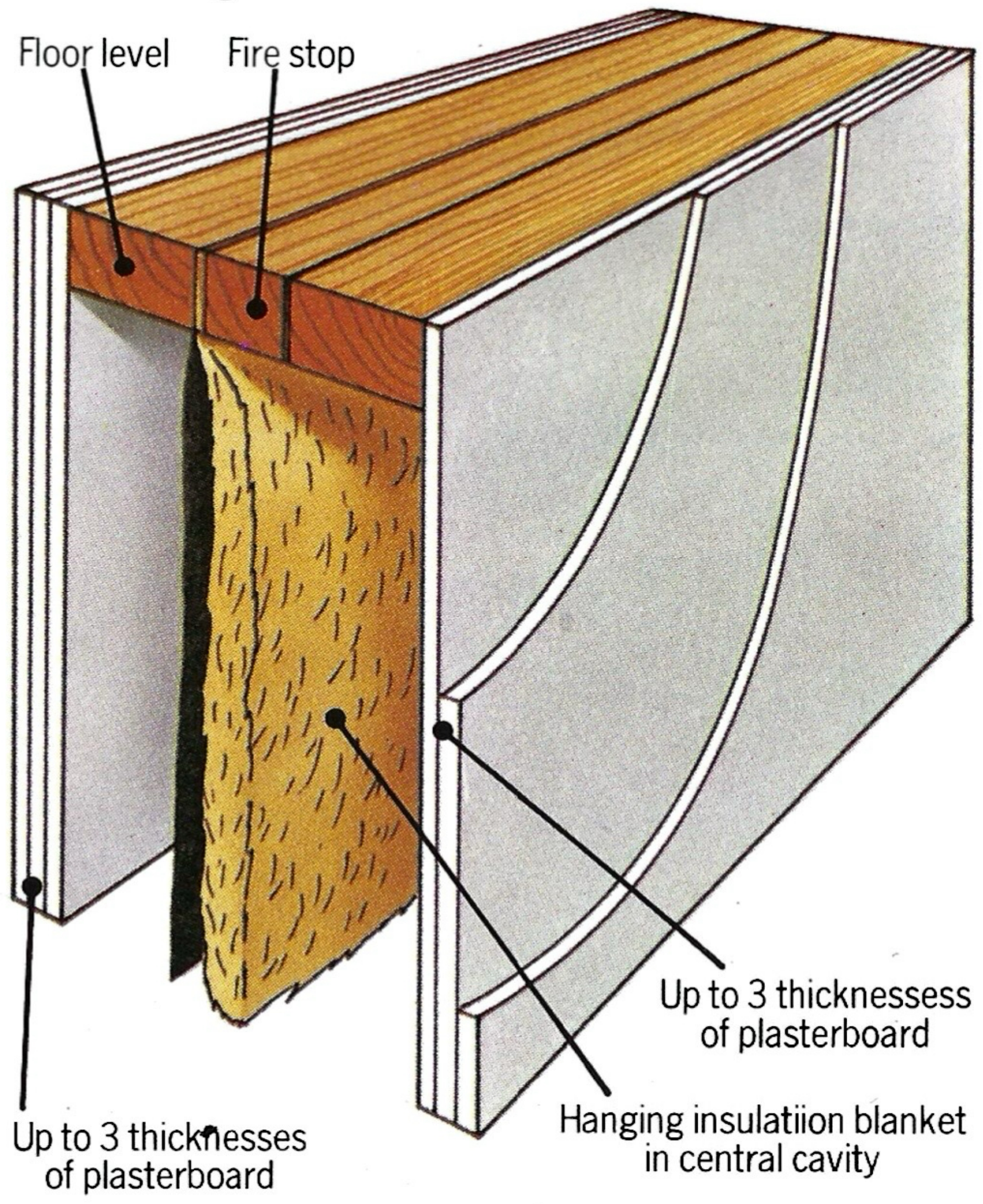
First of all, there's nothing new or untried about this method of house construction. It was traditional in England for centuries until the great forests were cut down, and is still the way most homes are built in North America and Scandinavia.

It provides a strong construction and cosy home environment.

Wood has an inherent warmth and is a dry living material with its own insulating qualities.

All the timber we use is "stress graded" so we know its precise strengths, and is fully treated against damp and diseases.

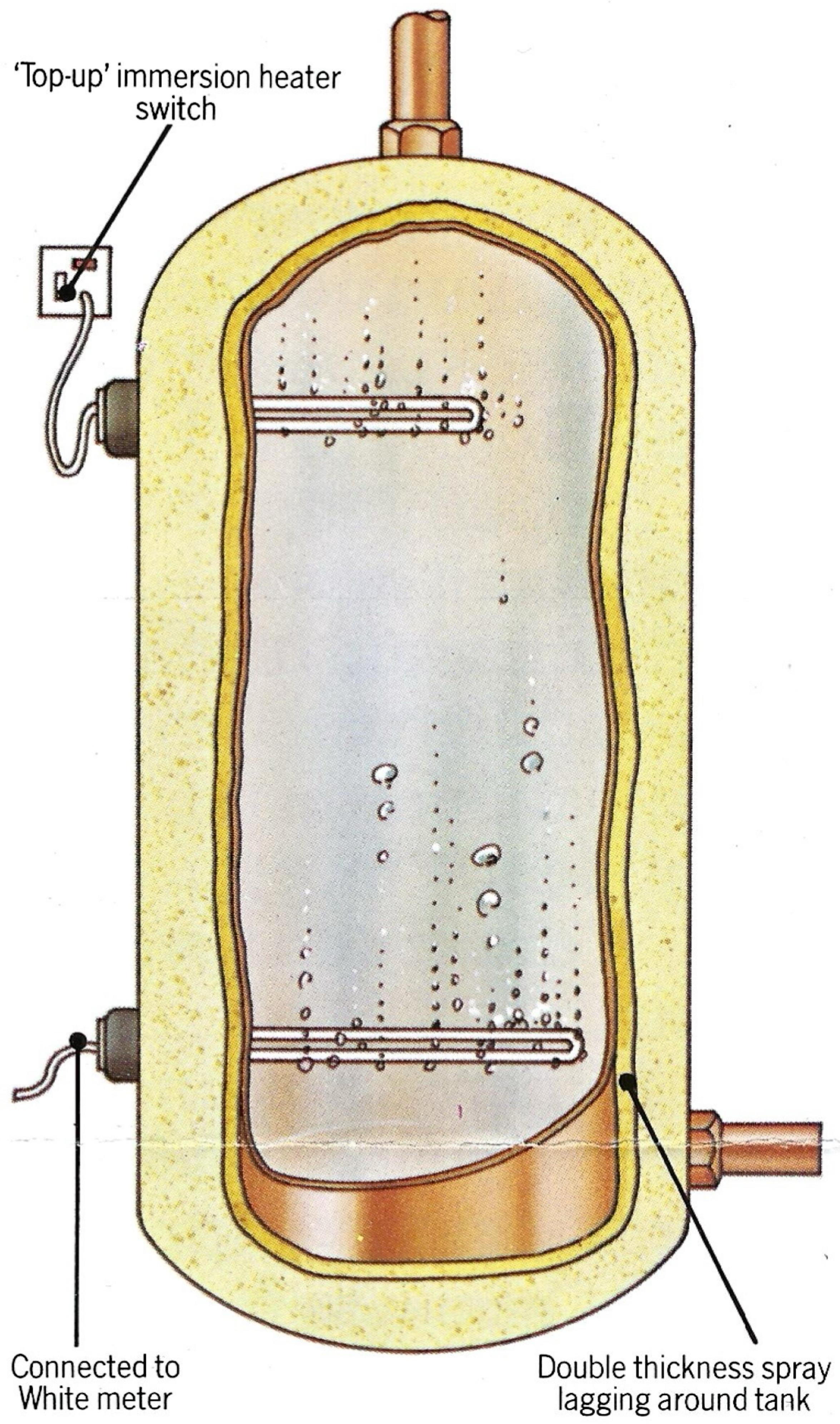
Fig. 3 PARTY WALL CONSTRUCTION


Floor level
Fire stop
Up to 3 thicknessess of plasterboard
Hanging insulatiion blanket in central cavity
Up to 3 thicknesses of plasterboard

Because all timber frame sections are accurately engineered it means walls are vertical, right angles are true and dimensions exact. So doors, windows, staircases and kitchen units can be installed with greater accuracy, and wall and floor tiles more securely applied.

And think how much easier furnishing becomes when you know your measurements can be relied upon.

Fig. 5 HOT WATER TANK


'Top-up' immersion heater switch
Connected to White meter
Double thickness spray lagging around tank

Little or no post-occupational maintenance

A total of 1500 gallons of water goes into the average house using traditional building methods. It's the resulting shrinkage during drying out that causes cracks to appear.

But because Ideal Supercosy homes are of all timber construction, there is no

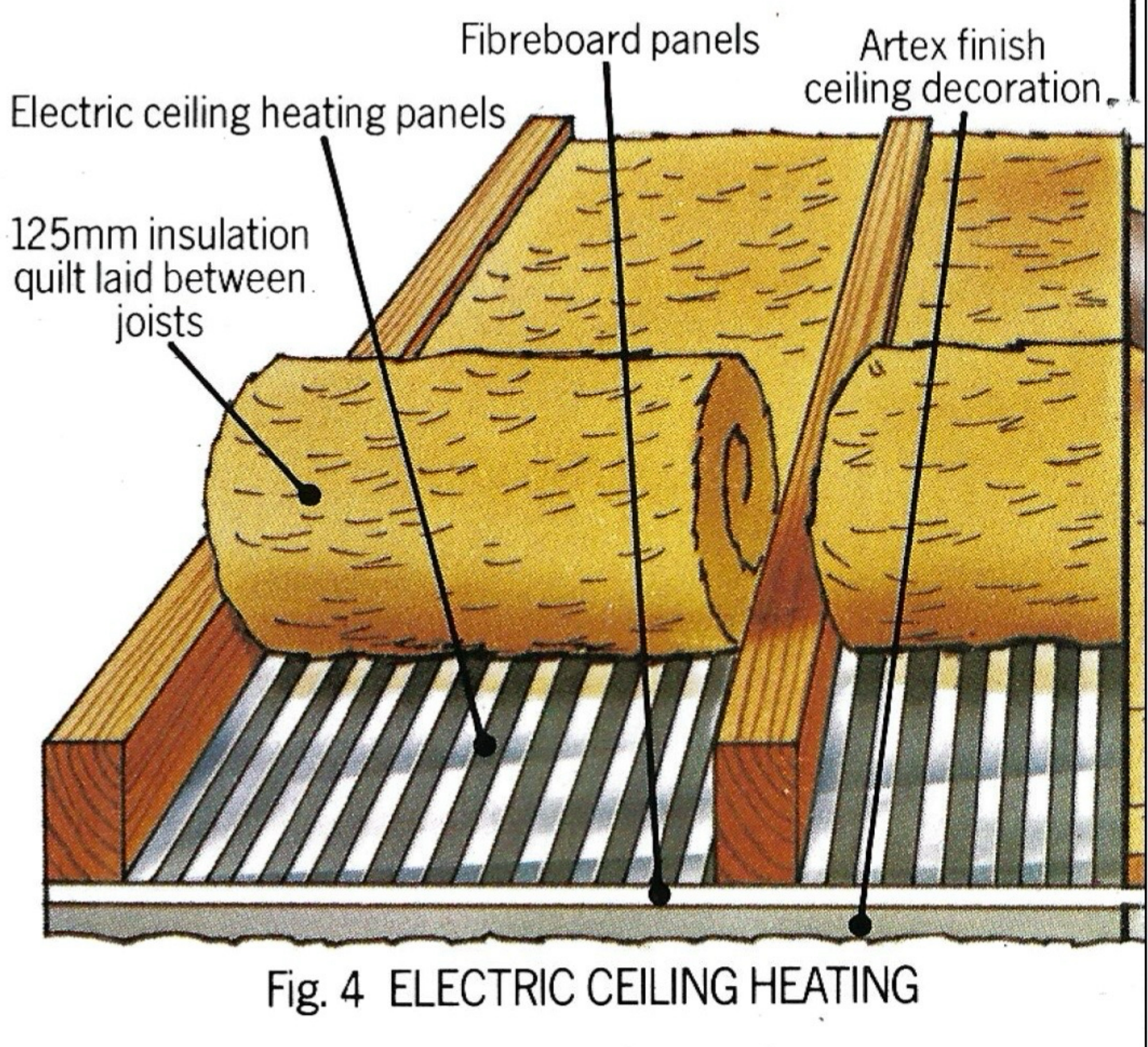

Fibreboard panels
Artex finish ceiling decoration
Electric ceiling heating panels
125mm insulation quilt laid between joists

Fig. 4 ELECTRIC CEILING HEATING

differential movement. All the material moves together which means virtually no cracking at the ceiling joists.

So there's far less remedial work to be carried out and your homes costs very little to maintain. Particularly when you compare the superior quality of interior and exterior paintwork with that found on most new homes.

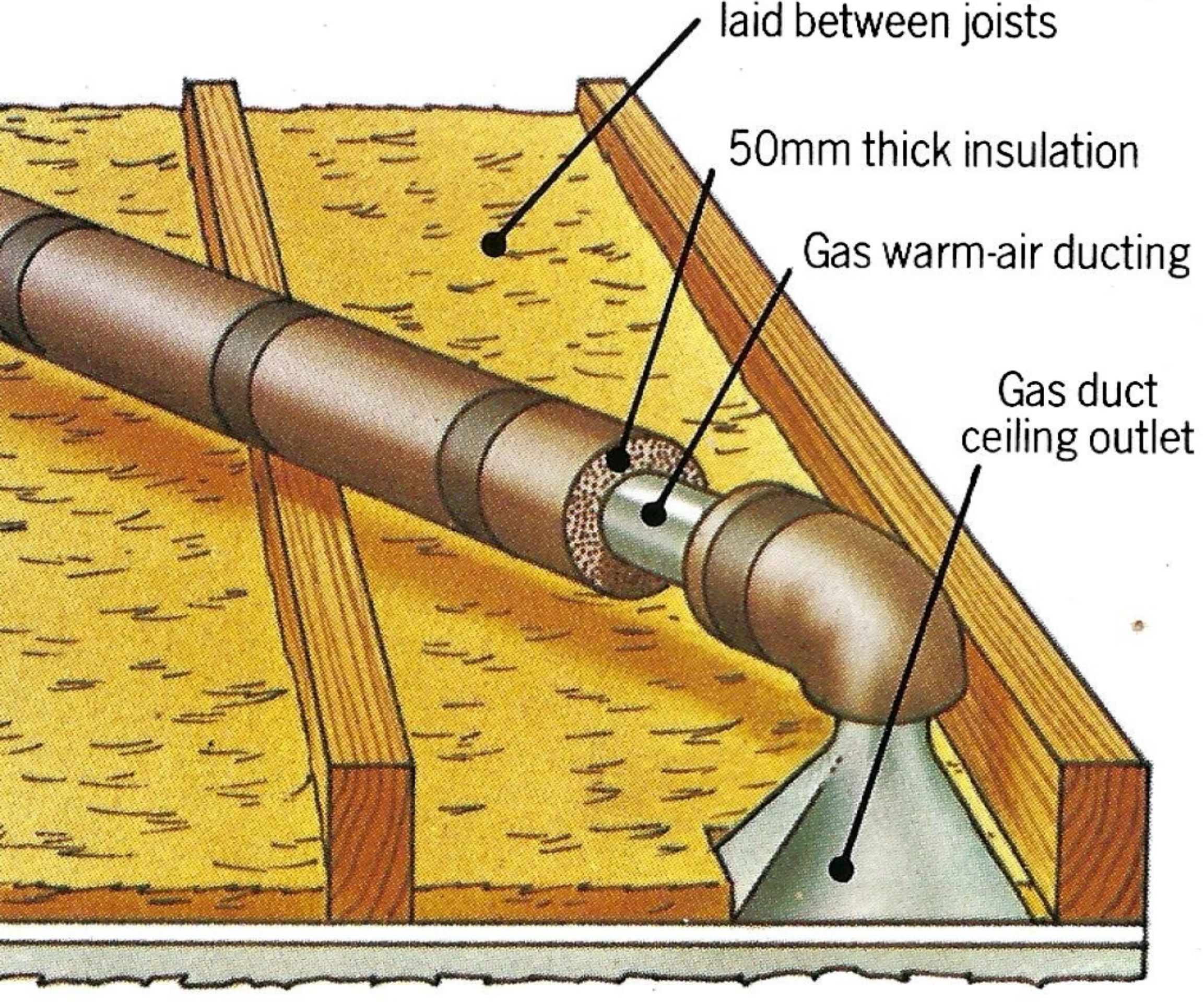
Gas or electric—Supercosy homes save money

With electric central heating, there is a separate thermostat control in every room except the bathroom and cloakroom, for individual temperature adjustment.

Ceiling heating panels are backed with insulating quilt in the loft and upstairs floors. So rooms warm up quickly and heat is retained for longer—added to which connection to the White Meter still further improves economy.

With gas you get a matched heater and central thermostat control, with adjustable registers for individual room temperature control. Heating ducts are wrapped in a blanket of insulating material and outlets carefully positioned. (Fig. 4)

Both systems—operating with the extra insulation of a Supercosy home—will result in savings for the average family of between 33% and 40% no less!



WARM-AIR GAS HEATING

INSULATION

	Building Regulations		Ideal Supercosy Home
	1972	1974	
ROOF	Nil-25mm	75mm	100 or 125mm*
WALLS	ordinary brick cavity	Brick, insulating block and plaster-board.	50 or 75mm*
FLOOR	Nil	Nil	50mm
1st FLOOR (Electric heating)	Not relevant	Not relevant	50mm

Hot water economies, too

The hot water tank usually has pre-sprayed lagging which avoids the heat lost through the gaping effect of traditional jackets.

The extra large tank is provided with not one, but two immersion heaters. The main one fills up the whole tank with hot water automatically overnight and on the cheaper White Meter rate. The other is a top-up heater for use if the main supply runs out. (Fig. 5)

In gas heated Supercosy homes a gas water heater is often installed in association with the central heating unit so full advantage can be taken of the Gold Seal tariffs.

An example of Supercosy savings

All this may well be new to you, but it's most certainly not new to us.

The widely proved timber frame building techniques are those we have employed widely for the last 6 years. Our insulation standards have been improving ever since 1969, and have always been substantially higher than Building Regulations demand, even today.

HEAT LOSS
(U Value–Watts/Metre^2 °C)

Building Regulations 1972	Building Regulations 1974	Ideal Supercosy Home
1.42	0.60	0.33/0.28
1.70	1.00	0.45
1.42	1.00	0.50
Nil	Nil	not relevant

Controlled tests have provided us with actual running costs to demonstrate how little a Supercosy home can cost to run. You can ask existing Supercosy homeowners how much they've saved, too.

A typical Ideal Supercosy home like the one illustrated in this leaflet, last year cost about £5 a week for all fuel bills, cooking, washing, heating, lighting, etc. Extra Supercosy insulation effectively reduces your 'heating season' by up to 6 weeks.

Now you know the innermost secrets of every Ideal Supercosy home and realise just how much you can save on heating bills as well as general running costs—wouldn't you like to enjoy benefits like these? You can—Supercosy homes cost no more to buy than ordinary homes.

Talk to any of the representatives on our many Ideal Supercosy homes developments. They'll be only too happy to supply any further information you require.

Or you can contact
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Surrey GU21 1BR.
Telephone: Woking (04862) 70818 anytime.

Ideal
Homes
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